

## COMPANY FACT SHEET

(STATUS: FEB 2022)

### COMPANY PROFILE

- CECONOMY is the leading Consumer Electronics platform in Europe
- 2 iconic brands: MediaMarkt and Saturn
- Successful omnichannel model with multiple online and physical (>1,000 stores) touchpoints
- Core markets in Germany, Austria, Spain, Italy, the Netherlands and Turkey
- #1 and #2 market leadership position in 8 countries
- 2.5 billion customer touchpoints per year
- Strong and loyal customer base with 29 million loyalty club members
- Unmatched Services & Solutions offering throughout the customer journey
- 162 €bn market opportunity in FY 22/23 in CECONOMY's home countries

### MANAGEMENT BOARD

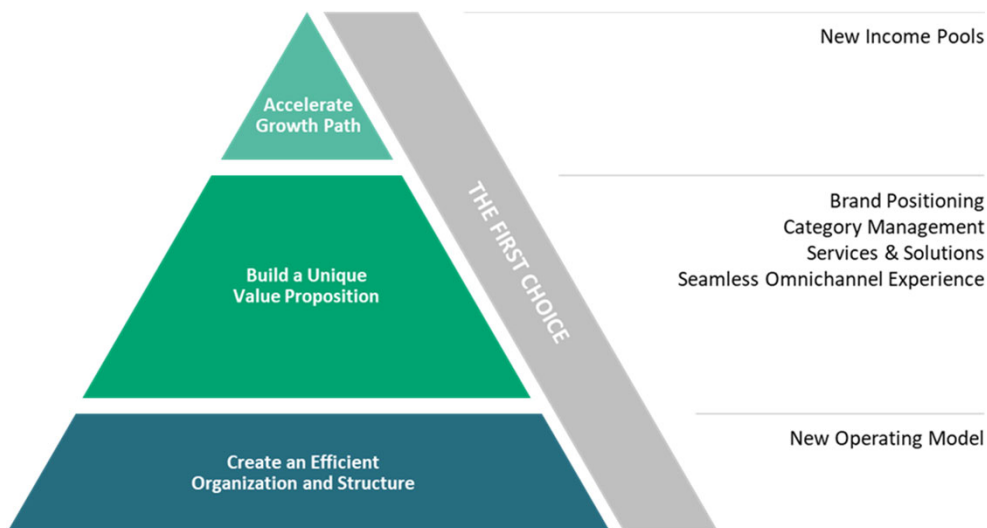


**Dr Karsten Wildberger**  
**CEO**  
(before: E.ON SE, Telstra, The Boston Consulting Group, Vodafone Group, T-Mobile)



**Florian Wieser**  
**CFO**  
(before: MediaMarktSaturn, Metro Group)

### OUR STRATEGY ROADMAP GOING FORWARD



### FINANCIAL AMBITION FOR FY 22/23

- Market share gains
- Group sales<sup>1</sup> >22 €bn
- Adj. EBIT<sup>2</sup> margin of 2.5 – 2.7%<sup>3</sup>
- Gross margin uplift
- Return to normalized CAPEX level of 1.5%
- Positive FCF development

### INVESTMENT THESIS

- We operate in an attractive market fuelled by innovation and increasing demand for solutions.
- We are the leading category authority with great assets to succeed in the omnichannel world.
- We have the right platform to expand into new income and accelerate our growth path.
- We have a sizeable EBIT improvement potential over a tangible time horizon.

<sup>1</sup>Adj. for portfolio change effects.

<sup>2</sup>Adj. for portfolio changes, excl. non-recurring effects and associates.

<sup>3</sup>With an additional deviation of 20 basis points upward (upside scenario) and downward (downside scenario) as communicated on 15 December 2020.

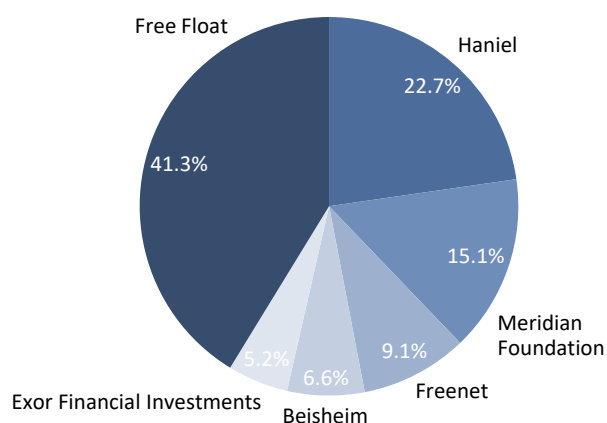
## CECONOMY IN FIGURES

€m	FY 19/20	FY 20/21
<b>Sales</b>	<b>20,831</b>	<b>21,361</b>
Sales development <sup>1</sup>	-1.8%	3,8%
Online sales	4,203	6,932
Online sales share	20.2%	32.5%
Services & Solutions sales	1,129	1,102
Services & Solutions sales share	5.4%	5.2%
<b>Adj. EBIT<sup>2</sup> excl. associates</b>	<b>236</b>	<b>237</b>
<b>Adj. EBIT<sup>2</sup> margin excl. associates</b>	<b>1.1%</b>	<b>1.1%</b>
Net result	-237	222
EPS (€)	-0.66	0.62
Free Cash Flow <sup>3</sup>	1,000	233
Net Working Capital	-1,256	-855
Number of stores	1,023	1,018
Total selling space (thousand m <sup>2</sup> )	2,661	2,591
Workforce by full-time equivalents	46,186	45,447

## STOCK FUNDAMENTALS

ISIN ord. / pref. shares	DE0007257503 / DE0007257537
Code number ord. / pref. shares	725750 / 725753
Ticker	CEC
Sector	Retail
Index	SDAX, STOXX EU 600 Retail
Segment	Prime Standard
No. of ord. shares	356,743,118
No. of pref. shares	2,677,966

## SHAREHOLDER STRUCTURE<sup>4</sup>



## SHARE CHART

Share Price in € (Ordinary Shares; XETRA)



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<sup>1</sup>Adj. for currency and portfolio change effects. <sup>2</sup>Adj. for portfolio changes and excl. non-recurring effects. <sup>3</sup>Restated prior-year figure as a result of factoring transactions now reported on a gross basis. <sup>4</sup>Voting rights notifications pursuant to sections 33 et. seq WpHG are taken as the basis for the calculations.